# IMPACT OF USER-GENERATED CONTENT ON CUSTOMER BRAND VALUE PARADIGMS: A COMPARATIVE STUDY OF AMAZON AND FLIPKART

A

**SYNOPSIS**

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## 1. INTRODUCTION: USER-GENERATED CONTENT

The content posted by users on online platforms like social media in the form of text or multimedia like images, audio-visual content is known as User-Generated Content (UGC) or User-Created Content (UCC) or Electronic Word – of – Mouth (eWOM).

This User-Generated Content has a great number of applications like advertising, gossip, entertainment, problem processing, information gathering for news, information, and research etc. Digital videos, photography, blogging, or posts on social networks are some examples of User-Generated Contents.

According to Kaplan and Haenlein (2011), "UGC can be seen as the sum of all ways in which people make use of social media". Daugherty, Eastin and Bright (2008), explained that UGC is any information, data, or media created on the Internet by the general public.

Electronic word – of – mouth (eWOM) works exactly like common word–of–mouth (Manap & Adzharudin, 2013) but e-WOM spreads through online medium. UGC refers to any self-created material uploaded to the Internet by non–media and it has a great influence on people's consumption (Cheong & Morrison, 2008; Dijck, 2009; Jonas, 2010; Krishnamurthy & Dou, 2010; Presi, Saridakis, & Hartmans, 2014) where the content is shared on social media such as on Facebook, YouTube, Twitter and Instagram.

UGC has been a staple of the peer-to-peer experience since the beginning of the digital age. It started in 1980 when Usenet, a global discussion network allowed users to share comments and experiences of a topic. Early versions of Prodigy, when a computer network launched in 1988, it also facilitated user discussions and comments, as did early versions of AOL.

In the late 1990s, a rise of "rating sites," took place which allowed users to rate subject based on any number of criteria, from physical appearance (ratemyface.com and hotornot.com) to professional competence (ratemyprofessors.com). They quickly spread across the Internet and brought with them controversy over the effect they could have on the lives of private people, who often unwittingly exposed to public scrutiny. Such controversies increased as UGC sites became more common and influential. Another early form of UGC are forums, the areas within content websites where readers can communicate with each other about related contents of the topic. Even now, forums continue to be

robust, controlled areas of user content which are now dominated by social media sites. E.g. CondeNet sites incorporated forums as early as 1995, and they are still excellent for marketers to research opinions and general trends (IAB Platform Status Report 2008).

### 1.1 How does UGC offer something unique?

While all advertising on the Web is interactive by nature, but UGC sites offer a unique and more complex level of engagement. Instead of inviting individual consumers into an environment of their own making, marketers advertising on UGC sites are entering a conversation initiated, maintained, and "owned" by consumers themselves. This requires those marketers to behave differently, or risk what can be very vocal disapproval from those consumers. (IAB Platform Status Report 2008).

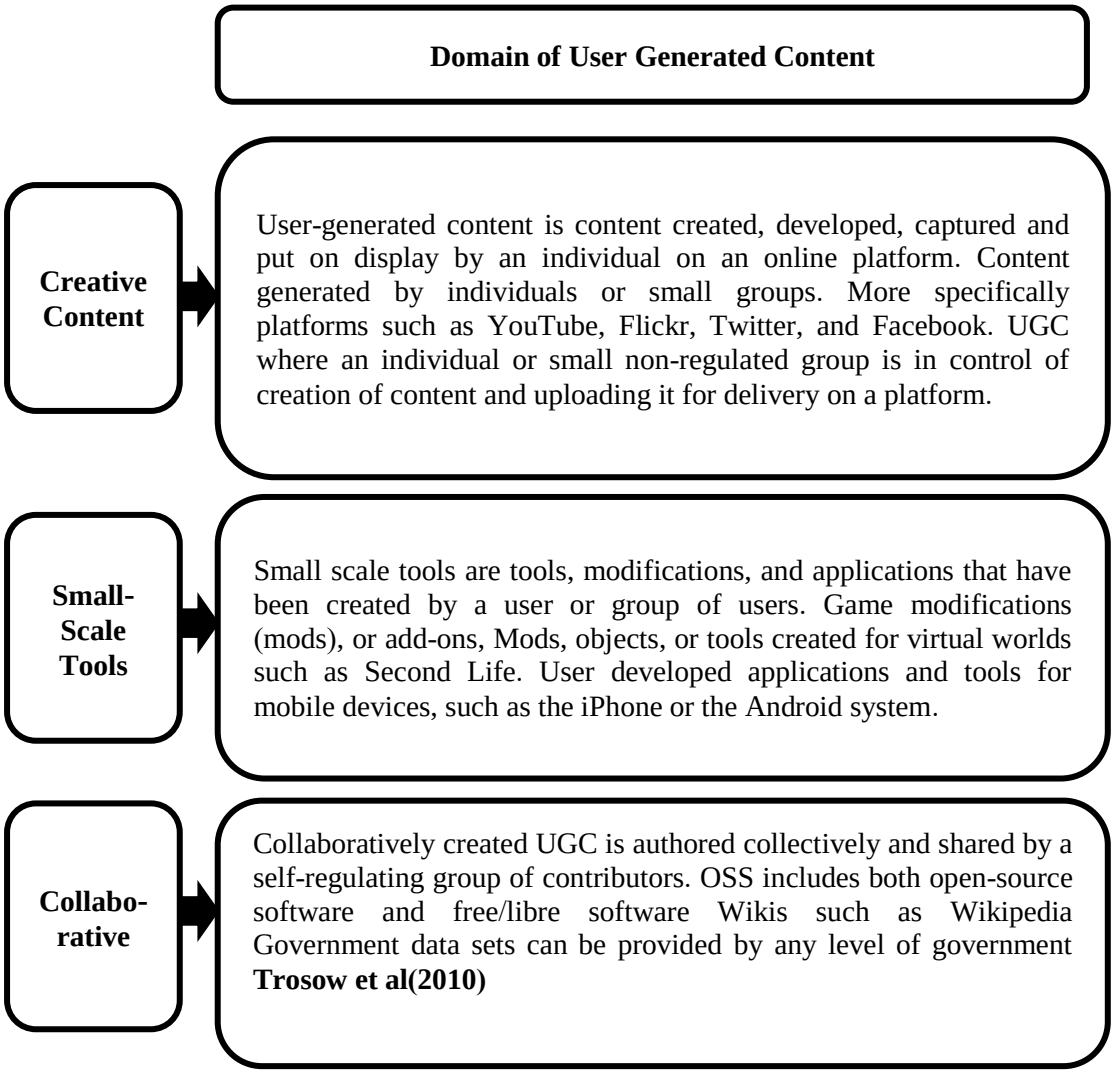
Domain of User Generated Content
Creative Content
User-generated content is content created, developed, captured and put on display by an individual on an online platform. Content generated by individuals or small groups. More specifically platforms such as YouTube, Flickr, Twitter, and Facebook. UGC where an individual or small non-regulated group is in control of creation of content and uploading it for delivery on a platform.
Small-Scale Tools
Small scale tools are tools, modifications, and applications that have been created by a user or group of users. Game modifications (mods), or add-ons, Mods, objects, or tools created for virtual worlds such as Second Life. User developed applications and tools for mobile devices, such as the iPhone or the Android system.
Collabo-rative
Collaboratively created UGC is authored collectively and shared by a self-regulating group of contributors. OSS includes both open-source software and free/libre software Wikis such as Wikipedia Government data sets can be provided by any level of government
Trosow et al(2010)

**Figure 1: Domain of User Generated Content**

### 1.2 Social Media

Marketing has recently undergone significant changes in the way information is delivered to the customers (Brandt, 2008). Social networks (SN), as a form of social media (SM), provide the technological platform for individuals to connect, produce and share content online (Boyd and Ellison, 2007).

The rise and continued growth of SNs have attracted the interest of companies who see the potential to transmit their marketing messages to customers, enter into a dialogue with them using word-of-mouth (WOM) principles and to use the SNs to gain a better understanding of their customers. Social media marketing (SMM), also known as WOM marketing or viral marketing, is the intentional influencing of consumer-to-consumer communications by professional marketing techniques. This is not to be seen as a replacement for the traditional marketing techniques but rather as an additional marketing channel that could be integrated with the traditional ones as a part of the marketing mix. The advantage of this new electronic channel is that it can be used to communicate globally and to enrich marketing towards consumers at a personal level (Brandt, 2008). Through users' feedback or by observing conversations on SM, companies can learn about customers' needs, potentially leading to the involvement of members of the community in the co-creation of value through the generation of ideas (Palmer and Koenig-Lewis, 2009).

### 1.3 Brief Profile of Social Media Companies

#### Twitter

Twitter enables businesses to advertise their services in short tweets containing just 140 characters, which appear on Home Timelines followers. Texts, hashtags, photos, video tweets, animated GIFs, Emoji links and other social media profiles that contain tweets. In customer support, Twitter is also used by businesses. Some businesses provide 24/7 support and respond quickly, increasing brand loyalty and appreciation.

#### Facebook

Facebook profile is much more detailed than Twitter accounts. It helps a company to provide videos, photographs, longer explanations and testimonials on which followers can comment on the product pages. Facebook can also connect back and send out event memoranda to the company Twitter account. As of May 2015, 93% of companies that market their brand use Facebook. A 2011 study

attributed 84% of "locking" or clicks and likes to connect to ads on Facebook. By 2014, the content from the company or brand pages had been limited by Facebook.

**LinkedIn**

LinkedIn, a professional business networking platform enables companies to network and meet others for themselves and their businesses. By using widgets, members can promote their social networking activities on a LinkedIn profile page, such as Twitter stream and blog posts on the product pages. LinkedIn gives its members the chance to boost revenue and business partners. Members may use "Business Sites" and Facebook pages to create an environment in which company owners may advertise and connect with their clients. As spam messages sent to work seekers are common, leading businesses tend to use a different job portal instead of LinkedIn to hire their workers. Companies have also expressed a preference for the quantity of information from a LinkedIn Profile over a restricted e-mail.

**WhatsApp**

WhatsApp was founded by Brian Acton and Jan Koum. WhatsApp continues to be a separate app with a laser focus on creating a messaging service that works easily and efficiently everywhere in the world as it joins Facebook in 2014. WhatsApp has also been introduced as an alternative to SMS and can now send and receive a range of media including email, images, videos, documents and locations and voice calls. With end-to-ended encryption, WhatsApp messages and calls are encrypted so that no third party like WhatsApp can read or listen to them. Across more than 180 countries, WhatsApp has a consumer base of 1 billion users. It is used to send individual customer advertising messages. There are several benefits over SMS, including the ability to monitor how Message Broadcast operates in WhatsApp through the blue tick choice. This allows messages to be sent to customers that do not disturb (DND). WhatsApp is also used to relay a variety of bulk messages to its users. Companies have started to use this largely because it is an inexpensive advertising tool and it can transmit a message rapidly. WhatsApp does not yet authorize companies to put advertisements in their app after 2019.

**Yelp**

Yelp consists of a comprehensive company profile web database. Companies can be searched on the yellow pages, by place. The website is in use, including in the USA and Canada, in seven separate countries. Account-holders can build, share and edit business profiles. You may post information such as the location of the company, contact details, photos and information about service. The website also allows people to write, post business reviews and rate them on a five-point scale. Messages and chat tools are also made available and used to direct views and thoughts to general website users.

**Instagram**

Over 200 million users were present on Instagram in May 2014. Instagram user participation was 15 times higher on Facebook than on Twitter and 25 times higher. In recent research, according to Scott Galloway, founder of L2 and marketing instructor at the Stern School of Business in New York University, 93% of prominent brands are involved on and included in Instagram in their marketing mix. In brands and businesses, the goal of Instagram is to help enterprises meet their respective audiences in a rich and visual environment through exciting imagery. Instagram provides a forum for consumers and businesses, making it a perfect place for companies to communicate with their existing and future customers.

**Snapchat**

In 2011 three Stanford University students, named Evan Spiegel, Bobby Murphy and Reggie Brown, developed a popular application for messaging and image sharing. The application has been designed to allow users to forward and forward a message and to send pictures, which are only available 1–10 sec. The app has been immediately hit by users of social media and up to 158 million people are currently using Snapchat daily. The users of Snapchat are also measured at about 18 times a day to open the application, which means that users are on the app about 25 to 30 minutes a day.

**YouTube**

YouTube is another common method; advertising is done in a manner that suits the target audience. The language and ideas used in advertising products reflect the style and taste of audiences. Ads on this channel are also usually compliant with the requested video contents, which are another advantage for advertisers from YouTube. Some advertisements are shown as the content is appropriate for some videos. Advertising incentives, for instance, to endorse a video on YouTube, "for example, if a user

searches for a YouTube video during dog training, the results along with other videos can be supported with a sponsored video from one dog toy manufacturer, is another common method; advertising is done in a manner that suits the target audience. The language and ideas used in advertising products reflect the style and taste of audiences. Ads on this channel are also usually compliant with the requested video contents, which are another advantage for advertisers from YouTube. Some advertisements are shown as the content is appropriate for some videos. Advertising incentives, for instance, to endorse a video on YouTube, "for example, if a user searches for a YouTube video during dog training, the results along with other videos can be supported with a sponsored video from one dog toy manufacturer, YouTube also helps publishers through its YouTube Partner System to make money. YouTube may be paid by businesses for a special platform that promotes the goods or services of businesses.

**Hike Messenger**

Hike Messenger, also called Hike Sticker Chat, is an Indian cross-platform instant messaging(IM), Voice over IP (VoIP) application which was launched on 12 December 2012 by Kavin Bharti Mittal and is now owned by Hike Private Limited. Hike can work offline through SMS and has multi-platform support. Hike crossed over its first hundred million registered users in January 2016 as per founder and company CEO, Kavin Bharti Mittal which added a further sixty million till May 2019.

**Social Bookmarking Sites**

The social bookmarking site used in social media promotion is popular web sites such as Delicious, Digg, Slashdot, Diigo, Stumbleupon and Reddit. Each of these pages is intended to compile, heal and organize links to other websites that are considered valuable by users. This is a "crowdsourced" process which allows members of amateur social media networks to sort and prioritize links accordingly. Because of the broad user database of those websites, any connection between them can lead to a sudden increase in interest on the target website in a flash crowd. Such websites also include ads within the individual user groups and categories, in addition to user-created promotions. Because ads may be positioned in specified communities with a very particular target and demographic audience, they have far higher potential for generating traffic than ads simply selected through user history and cookies.

**Blogs**

Blogs create an ecosystem for online communication between companies and customers. Companies that understand the need for information and originality, as well as accessibility, employ blogs to make their goods special and popular. Studies of 2009 found that consumers view media or blogging reporting as impartial and reliable, rather than free or independent print advertising. Blogs allow for longer explanations of goods or services by an individual or organization, it may include and connect testimonials too and from other social network and blog sites. Blogs can be regularly updated to encourage customer retention as well as followers to subscribers, who can then be connected to social network accounts.

**Tumblr**

Blogging website Tumblr first launched ad products on May 29, 2012. Tumblr allows advertisers to create a blog from Tumblr rather than rely upon simple banner adverts to view the content of such blogs. Over one year four native web and mobile ad formats were created with more than 100 Tumblr brands with a total of 500 cumulative supported posts.

**Most popular social networks**

The following list of the leading social networks shows the number of active users as of April 2020.

**Table 1: List of Social Media Companies in the World**

| S.no | Network Name | Year of Establishment | Number of Users(in millions) | Country of Origin |
|---|---|---|---|---|
| 1 | Facebook | 2004 | 2,498 | United States |
| 2 | YouTube | 2005 | 2,000 | United States |
| 3 | WhatsApp | 2009 | 2,000 | United States |
| 4 | Facebook Messenger | 2011 | 1,300 | United States |
| 5 | WeChat | 2011 | 1,165 | China |
| 6 | Instagram | 2010 | 1,000 | United States |
| 7 | TikTok | 2012 | 800 | China |
| 8 | QQ | 1999 | 731 | China |
| 9 | Qzone | 2005 | 517 | China |
| 10 | Sina Weibo | 2009 | 516 | China |
| 11 | Reddit | 2005 | 430 | United States |
| 12 | Kuaishou | 2011 | 400 | China |
| 13 | Snapchat | 2011 | 398 | United States |
| 14 | Twitter | 2006 | 386 | United States |
| 15 | Pinterest | 2010 | 366 | United States |
| 16 | Baidu Tieba | 2003 | 320 | China |
| 17 | LinkedIn | 2002 | 310 | United States |
| 18 | Viber | 2010 | 260 | Israel |
| 19 | Discord | 2015 | 250 | United States |

**Table 1: List of Social Media Companies in the World**

| S.no | Network Name | Year of Establishment | Number of Users(in millions) | Country of Origin |
|---|---|---|---|---|
| 20 | Hike | 2012 | 160 | India |

**Source** : www.statista.com

### 1.3 Customer Brand Value

A firm's brand-building efforts count for little if they do not succeed in establishing a presence among the customer base and, as a result, fostering engagement on behalf of the customers (Kumar, V. (2008)). Customer Brand Value (CBV) refers to the total value that a customer attaches to a brand over the lifetime of his or her experiences with that brand (Kumar, V. (2013)). CBV is a multi-dimensional construct and metric that measures each aspect of brand value: brand knowledge, brand attitude, brand behaviour intention, and brand behaviour. It is not enough to capture a customer's familiarity with the brand. CBV aims higher, seeking to capture the full range of a customer's emotional and perceptual experiences with the brand (Kumar, V., M. Luo, and V. R. Rao (2017)).

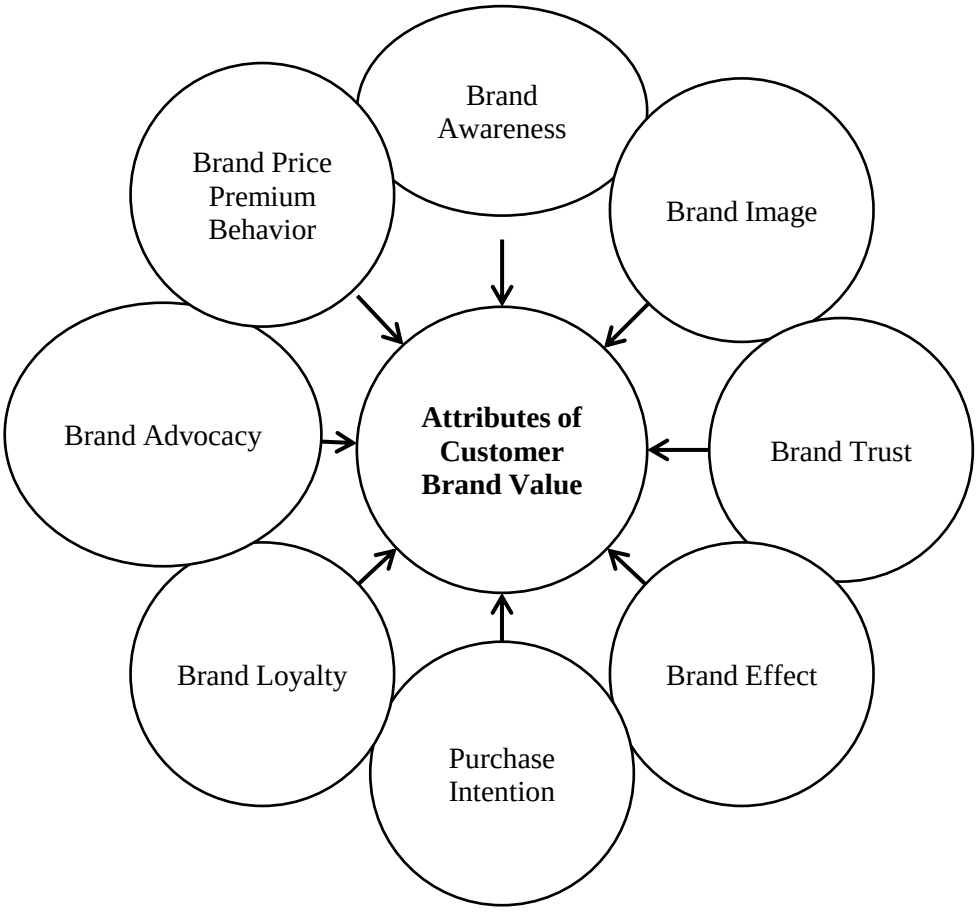


**Figure 2**: **Attributes of Customer Brand Value**

### 1.4 E-Commerce

E-commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E-commerce markets are growing at noticeable rates. The online market is expected to grow by 56% in 2015–2020. In 2017, retail e-commerce sales worldwide amounted to 2.3 trillion US dollars and e-retail revenues are projected to grow to 4.88 trillion US dollars in 2021.Traditional markets are only expected 2% growth during the same time.

Top E-commerce Companies

- Amazon.
- Ali Baba.
- eBay.
- Jingdong.
- Zappos.
- Rakuten.
- Home Depot.
- Flipkart.

**Amazon**

Amazon is an American multinational conglomerate technology company based in Seattle, US with 840,000 employees. It focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is the world's largest online marketplace. Amazon was founded by Jeff Bezos in Bellevue, Washington, on July 5, 1994.

The company started as an online marketplace for books but expanded to sell electronics, software, video games, apparel, furniture, food, toys, and jewelry. In 2015, Amazon surpassed Walmart as the most valuable retailer in the United States by market capitalization. Amazon product lines available at its website include several media (books, DVDs, music CDs, videotapes and software), apparel, baby products, consumer electronics, beauty products, gourmet food, groceries, health and personal-care

items, industrial & scientific supplies, kitchen items, jewelry, watches, lawn and garden items, musical instruments, sporting goods, tools, automotive items and toys & games. In August 2019, Amazon applied to have a liquor store in San Francisco.

**Flipkart**

Flipkart is an Indian e-commerce company based in Bengaluru, India. It was founded by Sachin Bansal and Binny Bansal in 2007. As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry. In August 2018, U.S.-based retail chain Walmart acquired a 77% controlling stake in Flipkart for US$16 billion, valuing it at $20 billion.

The company initially focused on book sales, before expanding into other product categories such as consumer electronics, fashion, home essentials & groceries, and lifestyle products, personal and health care.

## 2. REVIEW OF LITERATURE

**James Meneghello et al (2020)** Evaluated, This paper provides the context for information management as a model for management of knowledge and data acquisition. This system embodies strategies for exploiting UGC 's potential as a powerful, real-time analytical data centre. This is tested with the optimized browser emulation of an interactive data set. Finally, a modern testbed represents the existing status of internet sites and is openly circulated to promote further research. The debate compares the new algorithm along with the existing methods of data extraction and reveals that the new algorithm makes more UGC data available.

**C.Y. Ng, Kris M.Y. Law (2020)** Examined, In the era of large-scale data, social media user reviews are used to analyze market preferences and promote product redesigns. Opinion mining through the use of sentiment analysis method for dealing with a vast number of comments on social networking sites is an important technique. Sentiment analysis is used by examining emotional terms to assess relational polarity within a message. The UGC from social networking sites using Fuzzy and ER is recommended to be condensed by reading all feedback. The outcome is therefore greatly decreased in the evaluation of the action for test analysis. The combination of, sentiment analysis with ER to analyze UGC for product designs is yet another effort to investigate user tastes. For product

design and re-design, the proposed solution is realistic, reliable and cost-effective, especially at the preliminary level.

**Pedro Coutinho and Rui José (2019)** Digital public displays can be an effective form of personal speech and correspondence. In this report, we discuss a technique of risk management as an applied solution to this issue. The framework is suggested in order to systematically define, prioritize and choose the particular composition of moderation strategies that can reduce risk to an appropriate level while mitigating moderation and the effect on the readability of users to publish their information. We suggest the framework for reducing risk to an acceptable degree.

**Nicholas Vincent et al (2019)** Investigated, Search engines are among the most common and cost-effective smart technologies. In this paper, we perform a detailed analysis of how Google uses Wikipedia and other user-generated material to address questions. We also found that Wikipedia appears on more than 80 percent of results pages for those query forms, with much more prevalent individual information sources in all query categories, in six types of significant queries research findings ( e.g. most common, chic, costly publicity). Generally speaking, our findings provide empirical evidence to educate the recent, yet increasingly growing debate about a highly significant question: can consumers offer adequate importance to smart technology to benefit more from smart technologies.

**Erick Kaumann et al (2019)** Advocated, In this study, we propose a general system which uses the techniques of natural language processing (NLP) to achieve new ratings based on the consumer's sentiments for various product features. The key contribution of our proposal is the combination of the price and the above-listed scores to determine the product's current global value, which allows us to obtain a rating dependent on the product characteristics. In a case study using Big Data derived from online feedback (in particular cell phone), we have shown that our methodology is true and we have obtained adequate and optimistic results. For marketing managers and brand marketers, the polarity of each feature may be fascinating. They focus on consumer comments that can affect brand identity and placement. A new study source has used sentiment analytics (SA) instruments in this sense to analyze the textual content of the comments and to categorize consumer preferences, using the normal quantitative score scores.

**Jordan Taylor Salvador (2018)** Explored, the study aims at better understanding how this content is widely distributed among students, how it is understood in higher education marketing and its effect upon their universities, as well as what kind of students are drawn to take part in and to consume this material. The influence of the user-generated content (UGC) is completely untouched in marketing research. A group of 187 students from a large public university were analyzed concerning their contribution to UGC content and how they view the university.

**Bianca-Florentina CHEREGI (2018)** Analyzed that, Social media growth and the emergence of globalization have changed brands 'and consumers' relationships. This paper aims at investigating how the user-generated content (UGC) and user-generated brands (UGB) are influencing this relationship. In this context, Jennifer Aaker (1997) explores the concept of the brand's identity and links it to studies in consumer culture. The work is focused on a series of semi-structured interviews with 10 publicity producers from some of Romania's largest advertising agencies. The computer-assisted interview (CASI) was the investigative method used. The results show a developed brand personality which promotes an active and engaged customer. Inserts will describe the personality of brands and invite users to build their content. Advertisers give consumers a hint about who the brand is, what its core industry, cultural influences, beliefs or characteristics are. Brands have an identity and the character increasingly evolves by expressing it.

**Peter Tolmie et al (2017)** conducted the Social networking and user-generated (UGC) aspects in journalism work are increasingly relevant in a variety of ways. However, their use poses significant challenges, not least because social media information is not always accurate and its truthfulness must, therefore, be reviewed before it can be considered as fit for use in news coverage. We comment on the findings of a series of in-depth ethnographic analysis of journalistic work practices carried out within the prototype set and subsequent assessment of a social media checkboard.

**June Mia Macon (2017)** Described, This study uses the PKM as a theoretical framework to assess whether and when the responses and coping mechanisms of the audience in Instagram are activated. The study argues that digital media literacy is especially strong on UGC platforms, building on the political economy to indicate that producer-consumer ties have blurred. This study explores the relations between the viewer's view of advertising and post material on the Instagram social media

site. It explores in particular how hashtags and other signs on Instagram posts affect the confidence and reputation usually associated with the electronic word of mouth. In the interview analyzes of respondents using ANOVA, correlations, and t-tests, improvements in advertisement perception, persuasive intent of the message, trust in the message and credibility of the message were studied. The findings showed that users more than # ad, # sponsored and # promoted acknowledged the @company handle advertising. The findings showed no substantial difference between the user's # ad, # sponsored and # promoted hashtag impressions. Also, some participants did not know about their presence and recognized no advertisements on the post inside the survey even though these signs were present.

**Saleh Shuqair et al (2016)** Empirically, This paper is intended to decide whether user-generated content affects customer procurement intention, the elements which influence the perception of the Mouth Electronic Word (eWOM) and its perceived attitude towards the related brand. It was preferred a concise style of research using a quantitative methodology. The research survey was self-administered and includes focussed questions that attempt to elicit a collection of quantitative answers to research questions via analytical analysis, which can provide clear answers through quantifiable data. The study survey was conducted in a sample size of 170 respondents. EWOM is a major factor in individuals in the Kingdom of Bahrain's, and they consider clients' roles, ratings and shares more trustworthy than those of the firms, by improving their perceptions towards the company, growing consumer trust and providing them with a greater sense of dependence on the brand. Testing consistency, quantity, source reputation, the effect of negative review and transparency were the most highly user-generated content (UGC) factors influencing the customer's buying intentions and experience with the brand. The findings suggest that "The geographic position of the reviewer, the" personal awareness of the reviewer "and the" number of social network followers "(SNSs) do not influence the customer's attitude towards the brand and buying intentions.

**Nikola Ljubesic et al (2016)** Emphasized, The paper presents two Slovenian language text normalization datasets, one of the historical texts and the other of tweets. It suggests many variations of the statistic machine translation based on the character in order to normalize the orthography of their term. The systems vary in how they standardize token or section rates and use additional language tools. The systems are automatically assessing the impact of the various data types and

different standards of data quality against the golden norm, and manually against a newly defined typology of errors to analysis in depth. The evaluations show that standardization of the segments is useful provided that token uncertainty is high enough, the same method can be used independently of the data type and the context resource is still useful.

**Marc Egge et al (2015)** Addressed In recent years both theory and practice the study of text-based user-generated content (UGC) on the Internet has become one of the most widely regarded subjects. For users now interacting and posting openly on virtually every website, the UGC is distributed across the site and incorporated with different forms of content, such as marketing messages, product reviews and editorials. Therefore, systematic research aimed at listening to the consumer's voice will distinguish the UGC from the non-UGC. The UGC function is unfortunately not a directly measurable content attribute. As the amount of textual information available for the public on the web is huge and increasingly increasing, this "big data" environment does not require manual classification. It results in the previously unsatisfied need to automate carry out the UGC classification, with three inputs. Firstly, we show that the UGC contains signals that allow people to determine if a user writes a document. Second, we show that supervised machine learning can use these signals to perform automatically UGC classification. Thirdly, the basic feasibility of our approach to German-language web text data set has been demonstrated and assessed.

**Matthew S. O'Herna, Lynn R. Kahle (2013)** Argued that as users take over innovative activities, which were previously handled by commercial companies only, the boundaries that historically contextualizing the positions of customers and companies are flattened. This paper argues that such users' user-generated content (UGC) reflects a fundamental power transfer from businesses to customers. To better understand the changing landscape and differentiate between the various UGC styles in which customers often participate and highlight their related advantages and challenges, We are implementing a new UGC typology which takes into account the objectives pursued by consumers and the form of information flow enabled when UGC is generated by consumers. We use existing literature to clarify certain forms of UGC and discuss the consequences of UGC for marketing research and action by using illustrative examples.

**KhairulHilmi A Manap, Nor Azura Adzharudin (2013)** Investigated, In general, social media has revolutionized our pattern of contact and actions across the Internet and created a modern medium for information processing and dissemination. This paper discusses how social media can help to enjoy the tourism industry's use of social media resources provided by user-generated content (UGC) to strategically place tourism-related products and services. The subject of this paper is the role and relationship between social media and hospitality and tourism. This paper looks at the viewpoint of travelers who search for information online via social networks and make informed travel decisions based on user-generated content (UGC). This paper also explores and addresses the validity and legitimacy of content created by users. This paper discusses the benefits and drawbacks of UGC's travel decision-making process. The Recommendation indicates that UGC is not only a source of information but an important source that travelers find to be part of their searching information cycle. Much social media information may be used but others may not be reliable.

**Khim Yong GOH et al (2012)** Advocated, This study combines qualitative user-marketer engagement contents on the Facebook and customer transaction data from a fan page Brand Population to create a single collection of data at a single consumer level. A method of content analysis was used to develop initiatives to identify the insightful and persuasive existence of UGC and MGC and to distinguish guided and undirected methods of communications within the brand community. We take advantage of difference in empirical research through user fan page decisions and timing gaps in fan page joining dates for our model estimation and recognition strategies. We also monitor possible prejudices and variables, such as pricing, marketing, social network attributes, customer demographics, and unobserved heterogeneity that are important to us. Statistics indicate that the engagement of social media organizations contributes to a significant rise in buying costs. Further UGC and MGC effects tests indicate that social media content influences purchasing behaviour through embedded knowledge and persuasion.

**Katherine A. MacKinnon (2012)** This study explored the consumer's reliance on advertising content created by users and consumer trust as it relates to content and word of speech produced by users. 90 participants responded to an eight-question survey. 66.3% of respondents rely heavily on user-generated content while attempting to make buying decisions. 65 % of consumers trust word of

mouth on the Web rather than advertisement content. This has also been noticed. Marketers and marketers may use this research to help achieve their goals effectively

**Kaifu Zhang Miklos Sarvary (2012)** In a game theory framework, this paper studies competing for social media sites. We form three essential institutional features for social media sites: I company content is typical "user-generated." (ii) The choice of users is driven by local network effects. Interestingly, more homemakers mean less differentiation and greater competition in the places. In addition, we discuss the case in which businesses specifically place their sites by website design.

**Irena Pletikosa Cvijikj, Florian Michahelles (2011)** Studied that social networks provide the technical platform for linking, creating and sharing information. From the perspective of user-generated content and interactions, this study addresses the issue. We first examine on a Facebook brand page the trends, participatory goals and emotions that people express. Second, in terms of its evolution over time and their reliance upon the population scale, we examine the activities and interactions. Finally, we address the implications for social media marketing of the findings obtained.

**Anjana Susarla et al (2011)** Advocated, This paper is motivated by YouTube's success which attracts content creators and companies because it can disseminate digital content quickly. The networked interaction system on YouTube and the huge variation in the performance of online postings are conducive to investigating the role of social influence. Using a special video data collection and user information obtained from YouTube, We consider that social experiences affect not only the quality of the positive videos, but also the scale. We also consider evidence of a variety of social influence mechanisms that have been used to direct opinion formation and to direct product analysis and discovery, such as I prefer for conformity and homophily, and ii) the function of social networks.

**Linda Weiser Friedman Hershey H. Friedman (2008)** Evolved, The so-called digital media technology, also known as Web 2.0 technology, covers numerous web-related messaging technologies, such as forums, wikis, social networking sites, virtual worlds and other types of social media. They will also analyze and review five essential characteristics of New Media Technology - the Five C's: connectivity, cooperation, culture, development and integration. They will also address the

key characteristics of digital media technology. In this context, we will address the major issues. Finally, in several areas, we look at the use and use of digital technologies. This summary gives the students and educators who want to learn from and contribute to this field of study a much-needed context.

**IAB Platform Status Report (2008)** Described, The media ecosystem is being changed by user-generated content (UGC) and social networks. The days of a few content owners and media outlets have ended when control is resting. The days are gone where advertisers monitor access and contact between ads and consumers. This paper will discuss as many of these concerns and answer as possible of these questions. First, we will explore UGC's growth and examples, then address today's various social media models and how certain brands navigate these specific customer experiences.

**Turdakov Denis,** Recommender systems apply statistical and knowledge discovery techniques to the problem of making recommendations during live user interaction. This paper describes a novel approach of building recommender systems for the Web with the aid of user-generated content. Recently certain communities of Internet users have engaged in creating high-quality peer-reviewed content for the Web. In our approach, we are planning to extract the semantics of such user-generated content and to use these semantics to make more useful recommendations.

**3. RESEARCH GAP**

Researcher find out research gap based on previous researches following:

- UGC has become a popular trend increasingly for businesses and brands to communicate with prospective buyers in a friendly, engaging and positive way, with original and honest input from a broader audience and a wider range of users in comparison to traditional word of mouth approach.
- Researcher finds out the gap in the literature by exploring links between UGC contribution and customer brand value.
- In this study the researcher will emphasize on conceptual framework of brand value. The comparison of two major players of e-commerce for developing the Customer Brand Value with the help of social media. Developed to address the challenges of the social web, this study aims to determine how consumers' involvement in user-generated content (UGC) affects brand value.

**4. NEED OF THE STUDY**

Customers post on social media, user generated content, in which they share their real experience with the products and services of companies brand. UGC contents help to deal with the user trust challenges. Various types of user-generated contents are available to market about the brand through images, observations, videos, articles, forums, website reviews, etc. Now -a –days UGC is epitome for creating brand value in marketing strategy. You can use any UGC element at any time and on almost any screen. The consumers produce the content anyway and company will lose brand value if doesn't curate it and expose it to future buyers. UGC's value transcends the individual marketing strategies and can deliver a clear message at any stage of relationship with its customer. This means that the chances of greater social engagement, higher adoption levels and improved advertising results are higher. Content of UGC helps users face the challenges of trust. It is made up of loyal customers who use the goods and services and care for them. In a friendly and honest way UGC speaks to audience. So brand values are communicated in a way that no other advertising content could. With the content marketing created by User, the users not only appreciate their input, but also acknowledge it.

Thus, this study can be helpful in knowing the importance of UGC in building the customer brand value through the social media platform.

**5. OBJECTIVES OF THE STUDY**

1. To study the User-Generated Contents on social media and understand their role in today's marketing strategies.
2. To list out the drivers of the Customer Brand Value.
3. To examine the relationships between Users-Generated Content and Customer Brand Value and its impact on prospective buyers in reference to select online platforms.
4. To suggest the strategy for buildup Customer Brand Value by using User-Generated Content.

**6. HYPOTHESES**

Following are the two hypotheses related to the study:

| |
|---|
| $\mathbf{H_{a1}}$: There is no significant relationship between User- Generated Content and Customer Brand Value. |
| $\mathbf{H_{a2}}$: There is no significant impact of User- Generated Content on Prospective Buyers. |

**7. CONCEPTUAL FRAMEWORK**

In this study, Researcher assumed **UGC as Dependent Variable and Customer Brand Value as Independent variable.**

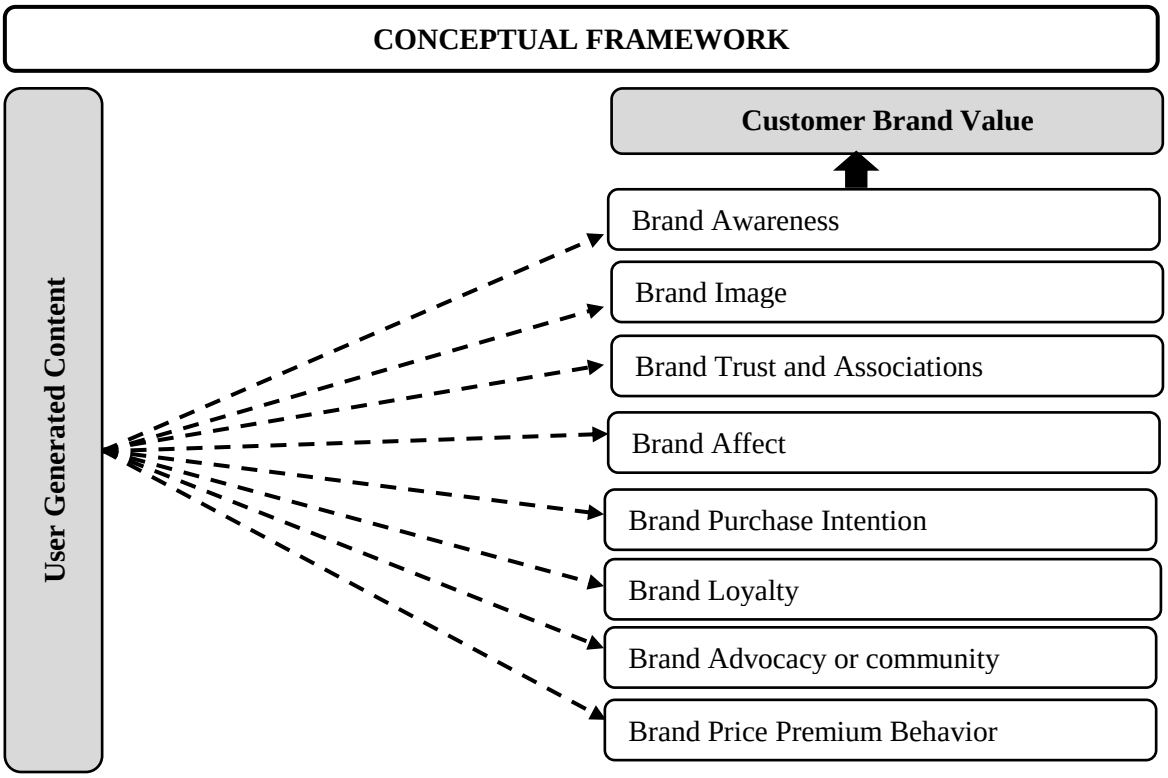


**Figure 2: Conceptual Framework**

## 8. RESEARCH METHODOLOGY AND SAMPLE DESIGN

### 8.1 Sources of Data

**Primary Data:** Primary data will be collected through questionnaires from respondents, social media and another for company officials, market suppliers etc.

**Secondary Data:** The secondary data will be collected from studies on the internet (social media networks like www.facebook.com, www. youtube.com) and research papers etc. Secondary data will be collected with the help of text data mining approach.

**8.2 Universe of study:** In proposed study, those buyers who are giving their reactions in any form at selected social media platforms (Facebook, YouTube and other popular Social Media Networks) companies' site in reference to selected online selling platforms will be universe of study.

**8.3 Sampling Techniques:** Random and Snowball sampling technique will be used for data collection in respect of primary and secondary data.

**8.4 Selected Sample Unit:** E-Commerce Shopping Sites (Amazon and Flipkart) both companies major player in India.

**8.5 Sample Size:** Cochran (1977) formula for calculating sample size when the population is infinite:

$$n_o = \mathrm{z}^2\, pq/e^2$$

Where,

$\boldsymbol{n_o}$ is the sample size,

$\boldsymbol{z}$ is the selected critical value of desired confidence level,

$\boldsymbol{p}$ is the estimated proportion of an attribute that is present in the population,

$\boldsymbol{q}$ = p − 1 and , $\boldsymbol{e}$ is the desired level of precision

**As we apply the figures in the above equation, Researcher using the 95% confidence level and ± 5% precision for calculating sample size output 385 respondents (Included users and company officials / market supplier).**

**8.6 Duration of the study:** For study UGC will be collected from selected Social Media Platform (SMP) for selected Online Shopping Portal (OLSP) from I June 2020 to 31 Dec. 2022

**8.7 Statistical Tool for Analysis :** In the study, the researcher will use descriptive statistic (Mean, Standard Deviation, Skewness, Kurtosis and Jarque-Bera test) may also be used to conduct a univariate analysis of selected study variable. The researcher will use appropriate statistical tools and Sentiment Analysis Approach.

**8.8 Research Methodology**

**Table 2 : Research Methodology**

| Objectives | Methodology to be followed |
|---|---|
| 1. To study the User-Generated Contents on social media and understand their role in today's marketing strategies. | To achieve first objective, the researcher will collect the evidences from different official websites, social media, other agency reports and literature related to User-Generated Content and Customer Brand Value. How the companies use the user User-Generated Content for making marketing strategy for generated Customer Brand Value. |
| 2. To list out the drivers of the Customer Brand Value. | To fulfill the second objective, the researcher will conduct online and offline surveys in the study. For this purpose the social media users, company officials will be contacted and researcher will take the response to determine the drivers influencing Customer Brand Value with help of factor analysis technique. |
| 3. To examine the relationships between Users-Generated Content and Customer Brand Value and its impact on prospective | To achieve third objective, the researcher will conduct quantitative analysis *(*Sentiment Analysis Technique*)* and qualitative data to examine the degree of |

**Table 2 : Research Methodology**

| Objectives | Methodology to be followed |
|---|---|
| buyers in reference to select online platforms. | relationship between User-Generated Content and Customer Brand Value and its impact. |
| 4. To suggest the strategy for build-up Customer Brand Value by using User-Generated Content. | Based on final analysis, the drivers' influence, high degree correlation variables, significant affected variables, the Consumer Brand Value with the User-Generated Content, it will be useful for strategy to build-up Customer Brand Value and vice versa all variables will be improved. |

## 9. CHAPTERIZATION

Chapter-1 Background of the Study

Chapter-2 Review of Literature, Research gaps and Need of Study

Chapter-3 Research Design and Methodology

Chapter-4 Profile of selected Social Media Platform and Online Shopping Portal

Chapter-5 Data Analysis, Results and Findings

Chapter-6 Conclusion and Suggestions

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